Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method of enabling to identify a specific broadcast driven group of peers among multiple groups of peers on a peer-to-peer network, the method comprising:

providing a specific identifier of multiple identifiers for linking a content broadcast to the specific broadcast driven group of peers;

deriving at an end-user site the specific identifier (i) from a further identifier embedded in a broadcast stream of the content broadcast in response to a reception of the content broadcast or (ii) from a further identifier embedded in an electronic program guide (EPG) in response to selecting the content broadcast from the EPG, the further identifier being representative of the content broadcast, wherein the further identifier comprises a TV-anytime Content Reference Identifier that is resolved into a peer group ID as part of the step of deriving; and

responsive to ~~deriving~~ the specific identifier being derived, enabling at the end-user site a virtual private network connection to the specific broadcast driven group of peers via the peer-to-peer network within a context of the content broadcast to form a virtual private network that improves a scalability by routing messages only through members of that group and not to all peers on a network.

2-7. (Canceled).

8. (Currently Amended) A method of identifying a specific broadcast driven group of peers among multiple groups of peers on a peer-to-peer network, the method comprising:

providing a specific one of multiple identifiers for linking a content broadcast to the specific broadcast driven group of peers;

deriving at an end-user site the specific identifier of the specific broadcast driven group of peers on a peer-to-peer network (i) from a further identifier embedded in a broadcast stream of the content broadcast in response to a reception of the content broadcast or (ii) from a further identifier embedded in an electronic program guide (EPG) in response to a selection of the content broadcast from the EPG, the further identifier being representative of the content broadcast, said further identifier comprising a TV-anytime Content Reference Identifier that is resolved into a peer group ID; and

linking within a context of the content broadcast via a virtual private network connection at the end-user site the specific broadcast driven group of peers using the specific one of multiple identifiers to form a virtual private network that improves a scalability by routing messages only through members of that group and not to all peers on a network.

9-14. (Canceled).

15. (Currently Amended) An apparatus configured to identify a specific broadcast driven group of peers among multiple groups of peers for use on a peer-to-peer network and operative to:

provide a specific one of multiple identifiers for linking a content broadcast to the specific broadcast driven group of peers;

derive the specific identifier of the specific broadcast driven group of peers on a peer-to-peer network (i) from a further identifier embedded in a broadcast stream of the content broadcast in response to a reception of the content broadcast or (ii) from a further identifier embedded in an electronic program guide (EPG) in response to a selection of the content broadcast from the EPG, the further identifier being

representative of the content broadcast, the further identifier comprising a TV-anytime Content Reference Identifier that is resolved into a peer group ID; and

link within a context of the content broadcast via a virtual private network connection at an end-user site the specific broadcast driven group of peers using the specific one of multiple identifiers to form a virtual private network that improves a scalability by routing messages only through members of that group and not to all peers on a network.

16-18. (Canceled).

19. (Currently Amended) A computer-readable medium having stored thereon control software for causing a data network apparatus to identify a specific broadcast driven group of peers among multiple groups of peers for use on a peer-to-peer network and operative to:

provide a specific one of multiple identifiers for linking a content broadcast to the specific broadcast driven group of peers;

derive the specific identifier of the specific broadcast driven group of peers among multiple groups of peers on data peer-to-peer network (i) from a further identifier embedded in a broadcast stream of the content broadcast in response to a reception of the content broadcast or (ii) from a further identifier embedded in an electronic program guide (EPG) in response to a selection of the content broadcast from the EPG, the further identifier being representative of the content broadcast, the further identifier comprising a TV-anytime Content Reference Identifier that is resolved into a peer group ID; and

link within a context of the content broadcast via a virtual private network connection at an end-user site the specific broadcast driven group of peers using the specific one of multiple identifiers to form a virtual private network that improves a

scalability by routing messages only through members of that group and not to all peers on a network.

20-21. (Canceled).